

**CACHING ADVERTISING INFORMATION IN A MOBILE TERMINAL TO
ENHANCE REMOTE SYNCHRONIZATION AND WIRELESS INTERNET
BROWSING**

ABSTRACT OF THE DISCLOSURE

A method and apparatus are disclosed for transmitting advertising information comprising a plurality of banner ads to a mobile terminal over a first connection during a synchronization session and storing the advertising information in a local memory of the mobile terminal. A web page is transmitted to the mobile terminal over a second connection, wherein the web page comprises web page content including a banner ad display area for displaying a banner ad. During a first time interval, a first one of the banner ads is retrieved from the local memory and the web page content is displayed on the screen of the mobile terminal together with the first one of the banner ads in the banner ad display area. During a second time interval, a second one of the banner ads is retrieved from the local memory and the web page content is displayed on the screen of the mobile terminal together with the second one of the banner ads in the banner ad display area.